

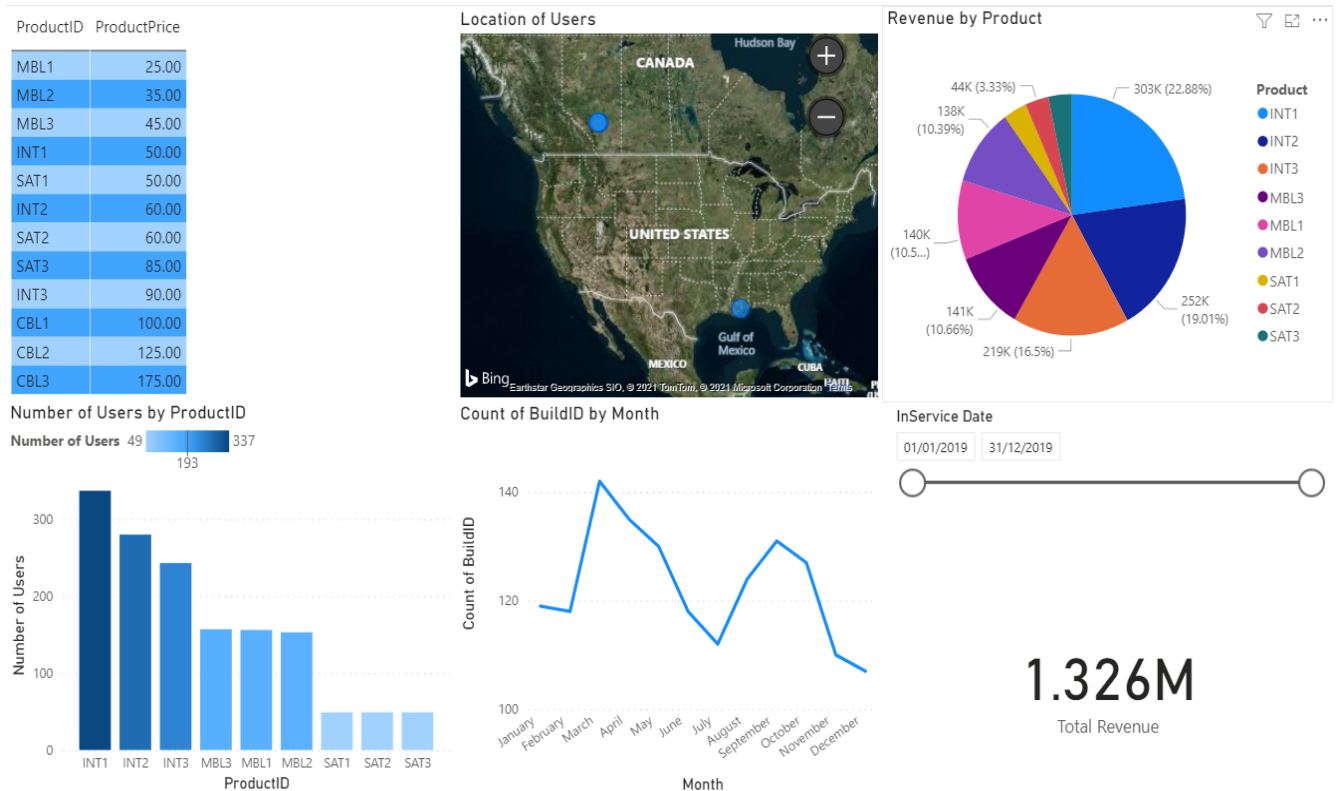
Good afternoon Mrs. Jaguar,

The purpose of this proposal is to help you make an informed decision and give a recommendation of whether to buy or not to buy BNC. This proposal will help to resolve your issue of an ineffective and limited BNC visualization, and provide you with data visualizations using Power BI as a business intelligence tool for decision-making. Currently, BNC is growing rapidly as an Albertan-based communications company and has been voted as one of the top cable services, along with companies such as Shaw and Telus. Customers have been extremely satisfied and appreciate the good value that BNC provides. With regards to all points stated, BNC is continuing to exponentially grow and is a great business venture for a professional such as yourself. We have provided the following six data-driven visualizations to further help support our claims regarding BNC and its past, present, and future success. We have outlined the critical findings based on data retrieved from BNC's database in order to help you make the informed decision regarding whether to buy the company. The recommendations we believe will make the company even more profitable based on this data. A strong factor that must be considered when going forward with a decision is the current COVID-19 pandemic, which requires a substantial increase in data usage services for customers due to at-home work and increased screen time. Being that BNC is a data and internet service company, there is a high chance of the company seeing a considerable increase in revenue in the years 2020 and 2021, which are not shown in this data but must be considered. This proposal brings forth why we believe the purchasing decision should be a "GO", using the following Power BI data visualizations. Additionally, this data presentation will help you to determine the most beneficial service provided at BNC based on their popularity and revenue generation for the company. This will vastly benefit you in determining whether you would like to take our recommendation of purchasing BNC, and what changes could be made to enhance profitability.

Through Power BI, we have provided the following six visualizations (from left to right, top to bottom):

1. OA table summarizing the price of each product service provided at BNC, along with each of their divisions.
2. Map indicating the location of current BNC customers.
3. Pie chart showing the component that each product type takes up of overall revenue for the year.

4. Bar graph displaying the number of users that have purchased and are using each product type and its services.
5. Line graph that helps to analyze the overall trend of customer purchases for the year.
6. A card that provides our key quantifiable metric, the revenue generated during the time period adjusted in the slicer above.



The cheapest product offering at BNC is its mobile services, and the most expensive being the cable services. In correspondence with this, the bar graph indicates that customers have not yet purchased the cable services, perhaps due to the pricing. Our recommendation is either to discontinue providing cable services and focus on upcoming new services, or to lower prices and allow customers to try this service. The service with the most users is shown in the bar graph as internet services, indicating a strong potential for exponentially increased revenue for the year 2020 and 2021 based on the influx of users that will have needed greater internet services in light of the COVID-19 pandemic. During the month of January 2019, BNC generated approximately \$105,300.00 and a peak in revenue generation in March of \$127,800.00, as shown by the card visualization when selecting the desired dates in the slicer. This warrants further investigation as to what BNC may have done differently in their internal operations to achieve a jump in revenue such as this; However, this shows the potential that BNC possesses

when exemplary business operations are in order. When adjusting the slider for visualizing the entire year, there is a cyclical pattern in customer purchases and revenue over the year, indicated in the line graph and card. From this information, you may want to include promotions and discounts during the summer when most customers are enjoying activities outdoors and do not want to spend full price on services they may not use during that period. Doing this will potentially increase sales during the slower times throughout the year which will keep sales at a steady level. Analyzing the pie chart based on an entire year of data, it is evident that internet services make up over 57% of overall revenue for BNC, with mobile services following behind at approximately 30% of total revenue. Based on these visualizations, you can begin to determine what promotions and discounts should be provided based on the season due to the company's cyclical revenue generation and customer usage patterns explained above. A recommendation we make is to focus on customers in Red Deer. Red Deer is growing rapidly and the city is expanding and building new homes. Since they already have so many customers and this amount of revenue, there is a lot of potential to gain new business and get more customers. To further validate this "GO" recommendation, our generation is incorporating technology more into their lifestyle. This will result in a huge increase in demand for BNC's services, and through secondary research and figures from Statistics Canada, more people will be increasing their cell phone, data, and wifi usage. These numbers will continue to increase substantially in the long run. After thorough investigation of BNC's digital visualizations, we recommend you to purchase BNC.